

FOR DISCUSSION PURPOSES ONLY--DO NOT ENTERProposed Claims

1. (PROPOSED) A method, comprising:
receiving an indication of ~~at least one item~~ that a customer is ready to purchase at least one item from a first merchant via a web site,
in which none of the at least one item requires a service agreement for its use;
in response to the received indication, determining a total price for purchase of the at least one item;
selecting, by a computing device, a second merchant from a plurality of merchants;
providing, in response to the received indication, an offer ~~for a benefit~~ from the second merchant to reduce the total price in exchange for the customer agreeing to fulfill an obligation to the second merchant, the step of providing the offer being performed before the at least one item is purchased,
in which the offer is not provided unless and until the indication of the at least one item that the customer is to purchase from the first merchant is received;
receiving from the customer a response to the offer; and
~~applying the benefit to~~ reducing the total price of the at least one item if the response indicates acceptance of the offer; and
selling, by the first merchant, the at least one item to the customer for less than the total price in accordance with the offer.